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**LT. GOV. LANDRIEU UNVEILS PLAN
TO REBUILD TOURISM AND CULTURAL INDUSTRIES**

“Louisiana Rebirth: Restoring the Soul of America”

Baton Rouge, LA – Today, Lieutenant Governor Mitch Landrieu unveiled *Louisiana Rebirth: Restoring the Soul of America*, a strategic plan to rebuild Louisiana’s tourism and cultural industries in the aftermath of Hurricane Katrina. Joined by industry leaders – including, Roger Dow of the Travel Industry of America, Richard Moe of the National Trust for Historic Preservation, and Jonathan Tisch of the Travel Business Roundtable - Landrieu stated that restoring tourism, arts and culture is crucial to the recovery of Louisiana.

“We have begun the monumental task of rebuilding New Orleans and the surrounding parishes in Southeast Louisiana,” Landrieu stated at a press conference held at the Shaw Center for the Arts in Baton Rouge. “As each day brings new progress, we have been working to marshal every resource to help the vital tourism industry, the second largest industry in our state, rebound.”

“I want to thank Lieutenant Governor Mitch Landrieu for his hard work and focus,” said Governor Kathleen Blanco. “Last week, I asked each of the statewide elected officials to assess how they can be most helpful in the monumental task we have ahead to rebuild our state and its economy. I am grateful to the Lieutenant Governor for bringing together the tourism, hospitality and cultural industries to unite and coordinate. It is important that as we begin to plan our rebuild efforts and talk about relief that we do so with one clear voice. Louisiana has long enjoyed the impact of a successful tourism, arts and cultural economy and if we work hard we will once again.”

Landrieu added, “To rebuild Louisiana better than before, we must understand that Louisiana lives through the creativity and culture of its people. Louisiana is set apart by its deeply rooted, authentic, and unique culture. We are the soul of the nation.”

Louisiana Rebirth: Four Point Plan

Louisiana Rebirth outlines four key results crucial to the recovery of our state. For each of these results, the plan identifies strategies, ways to track our results, next steps, and ways to help.

1. Rebuild Louisiana to worldwide preeminence as a top tourist destination.

Tourism is a critical economic driver for Louisiana. As the state’s second largest industry, tourism accounted for 120,000 jobs and visitor spending reached \$9.9 billion in 2004.

The plan states, “The challenge to re-create and surpass previous achievements will be met immediately and with every public and private resource that can be brought to bear. Our first emphasis will be on promoting the majority of the state’s tourism industry, which is still open and operating, in order to restore and retain visitor spending. Simultaneously, we will offer short-term and long-term business assistance to all tourism entities within the state. Workforce development will be an immediate component of rebuilding infrastructure. Research will be the key in determining a long-term national and international image campaign, which will be focused upon rebuilding and restoring the image of New Orleans and Louisiana. Under the leadership of Lt. Governor Mitch Landrieu, the Office of Lieutenant Governor will serve as the flagship for the recovery of the tourism industry for the state of Louisiana.” (Page 6)

2. Make Louisiana’s Cultural Economy the engine of economic and social rebirth.

“The outpouring of support for Louisiana following the devastation wrought by Hurricane Katrina is evidence of the strong association and affection that people all over the world have for Louisiana’s unique culture,” said Secretary of Culture, Recreation and Tourism Angele Davis.

The effort to create jobs through the cultural industries will be guided by a comprehensive research study conducted by Mt. Auburn Associates, *Louisiana: Where Culture Means Business*. This study, unveiled at the Lt. Governor’s Cultural Economy Conference on August 25th days

before Hurricane Katrina made landfall, sets forth objectives and action plans for the economic growth of Louisiana's cultural industries. According to the study, Louisiana's Cultural Economy is a \$202 million industry that employs over 140,000 people. Disciplines that make up the cultural economy include: film, music, historic preservation, culinary arts and others.

The *Louisiana Rebirth* plan states, "In the wake of Hurricane Katrina, we must make our Cultural Economy the engine of Louisiana's economic and social rebirth. We will do so by first ensuring that those cultural assets that were damaged by the storm and flooding are restored to good condition, and that those assets that fortunately remain undamaged are properly conserved and maintained. We will make investments that rebuild capacity within our cultural industries, enhance our distribution outlets, promote cultural education, and create marketing to help fuel this rebirth." (Page 10)

3. Build better lives and livelihoods than before for all Louisiana's people.

The plan states, "Rebuilding people's lives and their livelihoods is the centerpiece of rebuilding Louisiana. People, all people, and the quality of their lives within their communities must be the centerpiece of the recovery strategy." (Page 13)

To help accomplish this important goal:

- The State Library will serve as a clearing house, offering people a gateway to information that will put them in contact with the resources available to rebuild their lives.
- The Office of the Lieutenant Governor will help facilitate the rebuilding effort by receive and distribute relief funds through Cultural Economy Foundation.
- The Department will establish the Louisiana Cultural Economy Foundation, which allows us to receive and distribute relief funds
- The Louisiana Serve Commission will engage America's youth in the rebuilding effort. One objective is to double AmeriCorps membership from 75,000 to 150,000 with at least half having full stipends and serving full-time.
- State Parks will provide space for temporary and transitional housing. Through October 2005, group cabins, camps, RV camping spots will be used in parks. Also, RV camping spots will be used for housing for six months to one year.

4. Make Louisiana's recovery the standard for high performance, accountability, and ethical behavior.

"The State of Louisiana must restore neighborhoods and communities as well as the public's trust in their government," Landrieu said. "This will require accountability for using every dollar of recovery spending to deliver the right result, to the right people, on time and on budget, without any of the money being misspent. Louisiana's response must be focused, fast, fair, and fiercely accountable."

To reach the highest standards of accountability and performance management, the Department of Culture Recreation and Tourism will:

- publicize the Louisiana Cultural Economy Foundation fund that is being utilized by the Department, which allows us to receive and distribute relief funds and will gain 501-c(3) status to ensure long-term stability and progress.
- identify and work to remove any bureaucratic barriers in the form of laws, rules, and procedures for using the money effectively to achieve results. Safeguards will be maintained to protect against fraud and abuse.

To view the Louisiana Rebirth plan, log onto www.crt.state.la.us or <http://apollonew.crt.state.la.us/LouisianaRebirth/Plan/LouisianaRebirthPlan.pdf>.

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